Mayer & Cie. Global presents itself successfully at ITM 2026 trade fair

Mayer & Cie. Global has used ITM 2026 in Istanbul for its first major international appearance since the restart. Together with the Turkish representative Mayer Mümessillik, the company presented its premium circular knitting machines "Made in Germany", explained its future positioning within the group of companies and held talks with customers and representatives from numerous markets. The response to the restart was positive. The clear orientation of the company, the reliable worldwide network of representatives and the resumption of service and spare parts supply were welcomed by customers.

Premium technology “Made in Germany”

Together with Mayer Mümessillik, Mayer & Cie. Global presented two OV 3.2 QCe circular knitting machines. The machines have been among the company’s most successful models for many years and represent the premium interlock segment, which is in strong demand both in Turkey and internationally.

With its trade fair appearance, Mayer & Cie. Global deliberately sent a signal of continuity. Development and production of its premium machines will continue to take place in Germany. Customers can therefore continue to rely on the quality and performance for which the Mayer & Cie. brand has stood for decades.

Clear positioning

The future direction of Mayer & Cie. Global and its cooperation with Huixing attracted considerable interest at the trade fair. The team used numerous discussions to explain the company’s positioning.

Mayer & Cie. premium machines will continue to be developed and manufactured in Germany. At the same time, the partnership with Huixing opens up additional opportunities: in future, customers will also be able to obtain suitable solutions from the Huixing portfolio for the middle and lower market segments. This enables Mayer & Cie. Global to serve a broader range of customer requirements without changing the premium positioning of the Mayer & Cie. brand.

Alton Xu, owner of Mayer & Cie. Global, explains: “With our new setup, we can now support customers across a much wider range of market requirements than before. At the same time, we remain fully committed to our premium segment and Mayer & Cie.’s promise of quality. Where budget constraints or specific applications require different solutions, we can now offer additional alternatives. This strengthens our market position and enables our representatives to support and retain customers within the Mayer & Cie. Global network in the long term.”

Exchange with international representatives

ITM also provided an important platform for personal exchange with international representatives. Delegations from Mexico, Uzbekistan, Russia and Iran used the trade fair to discuss further cooperation and to get to know Alton Xu and the Mayer & Cie. Global team in person.

The direct exchange underlined the importance of the global sales and service network for the company’s further development.

New requirements in the interlock segment

In addition to market and company topics, technological developments were also a key focus of the discussions. In the interlock segment, demand is currently increasing for so-called fivethread knitted fabrics. This special variation of a double-face fabric offers additional design and performance options and is increasingly being used in sportswear and technical apparel.

Mayer & Cie. Global regards this development as an important future topic and is working to integrate corresponding solutions into its technology portfolio in the near future. The aim is to support customers quickly and practically, even when new market requirements arise.

Positive response to the restart

Overall, ITM 2026 confirmed the strong position of the Mayer & Cie. brand in the Turkish market. For many customers, reliable service and secure spare parts supply remain decisive factors alongside innovative technology - especially as Mayer & Cie. machines are used in many modern knitting mills throughout the country.

The positive response to the trade fair appearance shows that the restart of Mayer & Cie. Global is being closely followed by the market and is meeting with a high level of acceptance among customers and partners ◻